

Station KTNV-TV LAS VEGAS, NV
Advertiser () .HOUSE MAJORITY PAC
Product HOUSE MAJORITY PAC
Estimate# 1428
Buyer Shira Levy
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1428
Flight Dates 09/18/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
CLIENT: HOUSE MAJORITY PAC SC=*

--- REMARKS ---
THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$40,000
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-----------|----------------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 1 | TU-F | 430A-459A | ACTION NEWS @ 430AM | :30 | \$150.00 | 09/18-09/21 | 1 | 1 | 1 | \$150.00 | |
| | 2 | M-F | 6A-7A | 6AM NEWS | :30 | \$750.00 | 09/24-09/28 | 1 | 1 | 1 | \$750.00 | |
| | 3 | TU-F | 7A-9A | GOOD MORNING AMERICA | :30 | \$750.00 | 09/18-09/21 | 1 | 1 | 1 | \$750.00 | |
| | 4 | SA | 5A-6A | SATURDAY 5AM NEWS | :30 | \$450.00 | 09/22-09/29 | 1 | 2 | 2 | \$900.00 | |
| | 5 | SA | 6A-7A | SATURDAY 6AM NEWS | :30 | \$750.00 | 09/22-09/29 | 1 | 2 | 2 | \$1,500.00 | |
| | 6 | SA | 7A-8A | SATURDAY G.M.A. | :30 | \$850.00 | 09/22-09/29 | 1 | 2 | 2 | \$1,700.00 | |
| | 7 | SA | 8A-9A | SATURDAY 8AM NEWS | :30 | \$750.00 | 09/22-09/29 | 1 | 2 | 2 | \$1,500.00 | |
| | 8 | SU | 5A-6A | SUNDAY 5AM NEWS | :30 | \$450.00 | 09/23-09/30 | 1 | 2 | 2 | \$900.00 | |
| | 9 | SU | 8A-9A | SUNDAY 8AM NEWS | :30 | \$750.00 | 09/23-09/30 | 1 | 2 | 2 | \$1,500.00 | |
| | 10 | TU-F | 9A-10A | THE MORNING BLEND | :30 | \$400.00 | 09/18-09/21 | 2 | 1 | 2 | \$800.00 | |
| | 11 | M-F | 5P-530P | 5PM NEWS | :30 | \$900.00 | 09/24-09/28 | 1 | 1 | 1 | \$900.00 | |

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|-----|-----|-------|-----------|---------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 12 | TU-F | 6P-630P | 6PM NEWS | :30 | \$1,000.00 | 09/18-09/21 | 1 | 1 | 1 | \$1,000.00 | |
| | 13 | SU | 6P-7P | SUNDAY 6PM NEWS | :30 | \$850.00 | 09/23-09/30 | 1 | 2 | 2 | \$1,700.00 | |
| | 14 | TU-F | 7P-730P | ACCESS HOLLYWOOD | :30 | \$850.00 | 09/18-09/21 | 1 | 1 | 1 | \$850.00 | |
| | 15 | M-F | 730P-8P | MILLIONAIRE | :30 | \$850.00 | 09/24-09/28 | 1 | 1 | 1 | \$850.00 | |
| | 16 | TU | 10P-11P | PRIVATE PRACTICE | :30 | \$4,500.00 | 09/18-09/25 | 1 | 2 | 2 | \$9,000.00 | |
| | 17 | SU | 7P-8P | AMERICA'S FUNNIEST VIDEOS | :30 | \$2,500.00 | 09/30-09/30 | 1 | 1 | 1 | \$2,500.00 | |
| | 18 | TU-F | 11P-1135P | LATE NEWS | :30 | \$1,750.00 | 09/18-09/21 | 1 | 1 | 1 | \$1,750.00 | |
| | 19 | SA | 11P-1135P | SATURDAY LATE NEWS | :30 | \$1,250.00 | 09/22-09/29 | 1 | 2 | 2 | \$2,500.00 | |
| | 20 | M-F | 430A-459A | ACTION NEWS @ 430AM | :30 | \$150.00 | 09/24-09/28 | 1 | 1 | 1 | \$150.00 | |
| | 21 | M | 6A-7A | 6AM NEWS | :30 | \$750.00 | 10/01-10/01 | 1 | 1 | 1 | \$750.00 | |
| | 22 | M | 7A-9A | GOOD MORNING AMERICA | :30 | \$750.00 | 10/01-10/01 | 1 | 1 | 1 | \$750.00 | |
| | 23 | M-F | 9A-10A | THE MORNING BLEND | :30 | \$400.00 | 09/24-09/28 | 2 | 1 | 2 | \$800.00 | |
| | 24 | M | 5P-530P | 5PM NEWS | :30 | \$900.00 | 10/01-10/01 | 1 | 1 | 1 | \$900.00 | |
| | 25 | M-F | 6P-630P | 6PM NEWS | :30 | \$1,000.00 | 09/24-09/28 | 1 | 1 | 1 | \$1,000.00 | |
| | 26 | M-F | 7P-730P | ACCESS HOLLYWOOD | :30 | \$850.00 | 09/24-09/28 | 1 | 1 | 1 | \$850.00 | |
| | 27 | M | 730P-8P | MILLIONAIRE | :30 | \$850.00 | 10/01-10/01 | 1 | 1 | 1 | \$850.00 | |
| | 28 | M | 11P-1135P | LATE NEWS | :30 | \$1,750.00 | 10/01-10/01 | 1 | 1 | 1 | \$1,750.00 | |

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|-----|-----|-------|-------|-------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 29 | TU-F | 2P-3P | JEFF PROBST | :30 | \$350.00 | 09/18-09/21 | 1 | 1 | 1 | \$350.00 | |
| | 30 | M | 2P-3P | JEFF PROBST | :30 | \$350.00 | 10/01-10/01 | 1 | 1 | 1 | \$350.00 | |

---REPORT TOTALS---

Report Totals: 41 / \$40,000.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$34,650.00 Oct 12: 6 / \$5,350.00

Sales Totals: 41 / \$40,000.00

Station Totals: 41 / \$40,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$222,222 | KBLR | 0% | KLAS | 34% | KSNV | 25% | KTNV | 18% | KTUD | 1% |
| | | KVCW | 1% | KVMY | 1% | KVVU | 20% | | | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE